

# Social Studies

## PMPA – Tweet Dreams

### Challenge

The Precision Machined Products Association (PMPA) was looking for ways to increase its presence on the Web while offering timely information to its members and others in its industry. The trade association for precision metalworking companies and their suppliers is all about the sharing of information to help its membership succeed. So social media was a slam-dunk for PMPA.

### Solution

Based on our own experience with social media, Sonnhalter guided PMPA in taking advantage of the leading social networking sites and social media tools available today. The first step was establishing the blog "pmpaSpeakingOfPrecision.com." We designed the look and format, while helping blogmeister/writer Miles Free get started on his posts. We also helped set up the association's Twitter and LinkedIn accounts, and introduced our client to tools such as TweetAdder, Constant Contact and SocialOomph. (That's right...SocialOomph!) All to promote PMPA and help it offer additional information to its members and potentials.

### Results

In the first year alone, the PMPA blog had more than 55,000 page views. The Twitter site now has more than 1,400 followers. And, the association's LinkedIn group has 115 members. According to PMPA's Miles Free, "We can document more than 55,000 page views of our blog...hundreds of thousands of contacts through Twitter...and more than 1.5-million times that someone in our LinkedIn network saw our blog title, topic and name. By the time we introduced our blog, we had so much content prepared that we literally had months of experience – yet we did the entire launch in less than a month." Thanks, Miles. We couldn't have said it better ourselves.

